

### Made in America Conference Phnom Penh, Cambodia

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Regional Manager, Asia

### **Our Mission**



- ❖ Advance economic development and U.S. commercial interests in developing and middle-income countries.
- Support the development of modern infrastructure and a fair and open trading environment.



### **USTDA Facts**

- USTDA is an independent agency.
- Over \$33.8 billion in U.S. exports to emerging markets.
- ❖ \$40 in U.S. exports for every dollar USTDA invests.
- Doubled funding for clean energy project between 2008 and 2009.



USTDA is helping Turkey meet its electric power needs using clean energy solutions.

## **National Export Initiative**

Doubling of U.S. exports over the next five years.

- Increasing Trade Advocacy
  - Launched International Business Partnership Program
  - ❖ Funding over 30 reverse trade missions and business matchmaking programs

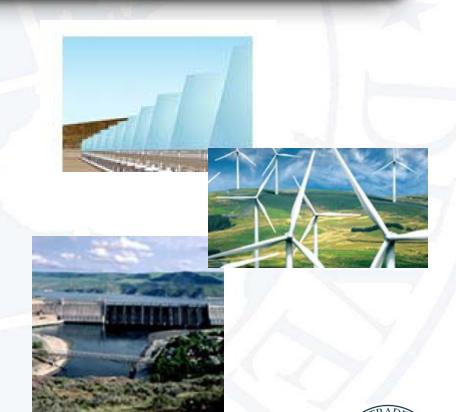


President Obama Announces
Export Promotion Cabinet as part
of National Export Initiative

### Commitment to Clean Energy Development

#### Clean Energy Exchange Program

- Response to President
  Obama's Energy and Climate
  Partnership of the Americas
- Seeks to familiarize Latin
  American project sponsors
  with U.S. clean energy
  technologies
- Launched U.S.-China Energy Cooperation Program



### **Advancing Development Priorities**

- USTDA obligates approximately \$55 million for 150 projects annually; approx. \$8-9 million for SSA region.
- The average grant is about \$400,000.
- Recent activities include:
  - Ghana/Air Traffic Control Center (\$295,000)
  - West Bank/WiMax System Deployment (\$480,625)
  - China/Power Plant Emission Reduction (\$662,000)
  - Chile/Mobile Communications System Upgrade (\$436,000)

### **Public-Private Partnerships**



Tsunami Response: Delivering potable water to 100,000 Sri Lankan citizens.

#### **PPPs** create lasting relationships

- Opens export markets in developing countries.
- Promotes shared ownership or management between U.S. companies and overseas project sponsors.

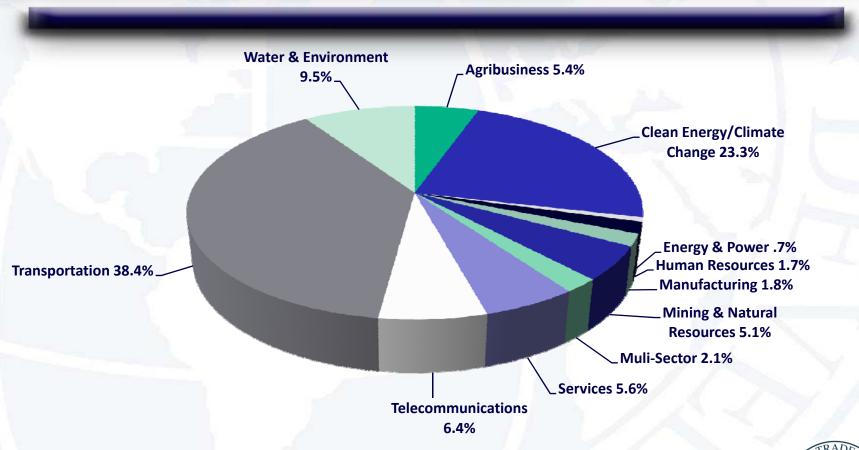


# **USTDA** Regions



# **USTDA By Sector**

(As a Percentage of USTDA's FY2009 Program Budget)





### **USTDA Program Activities**

Matching U.S. Commercial Interests with Development Opportunities

# **International Business Partnership Program**

- **Reverse Trade Missions**
- **Conferences**
- **Training**

### Project Development Program

- **Feasibility Studies**
- Pilot Projects
- **Technical Assistance**



## Trade Capacity Building



National Freight Information and Transportation Hub Project in Jordan

- Promotes the development of infrastructure necessary to support trade.
- Supports the negotiation of and compliance with U.S. free trade agreements and multilateral trade agreements.



### Sector Development

#### Technical Assistance:

- Development of sector strategies, industry standards, and legal and regulatory regimes.
- Adoption of market-opening policies and procedures that promote a favorable business and trade environment.



Applying U.S. Technology Solutions in Vietnam's Aviation Sector

### Sector Development

### Training:

Project-specific training that yields legislative, policy, regulatory, and/or commercial outcomes.



Strengthening the Capacity of Oil and Gas Resource Management in Cambodia



Developing China's Clean Energy Resources

### Feasibility Studies:

- Evaluation of Infrastructure Development Projects
  - Technical
  - Financial
  - Legal
  - Environmental



#### Reverse Trade Missions:

USTDA brings foreign project sponsors to the United States to observe the design, manufacture, and operation of U.S. products and services.



Connecting Cambodian Officials with U.S. Federal Government Agencies and U.S. Oil and Gas Industry

# Workshops and Conferences:

- USTDA organizes sector or project specific business conferences and workshops.
- Events connect overseas project sponsors with U.S. firms and entities.



U.S. – Sub-Saharan Africa Partners in Aviation Summit



#### Procurement Assistance:

- Developing appropriate bidding procedures.
- Evaluation of technical proposals.
- Identifying potential suppliers and bidders.





### **Project Definition**

USTDA contracts with U.S. small businesses to enhance project definition, supply preliminary assessments, and provide due diligence for proposed projects.

#### Desk Studies (DS)

Quick analysis that is produced within the United States.

#### Definitional Missions (DM)

Detailed evaluations involving travel to a designated region.



### **USTDA** and **SMEs**

USTDA relies on the expertise of small businesses:

Due diligence contracts are reserved for small businesses.

Small businesses win 50% of larger contracts associated with USTDA-funded projects.



Roeslein & Associates won a manufacturing contract following a USTDA grant in Nigeria

## **USTDA Funding Criteria**

# USTDA evaluates projects based on the following criteria:

- Strong support of both US company and local partner;
- Developmental priority of the project;
- Likelihood of receiving implementation financing; and
- Mutual benefit for the United States and host country, including commercial opportunities for U.S. firms, thereby supporting U.S. jobs.



# Requesting USTDA Funding

- ❖ Model Proposal Format can be found at <a href="https://www.ustda.gov">www.ustda.gov</a>.
- \* Requests can be made year-round.
- Requests may come from a foreign entity or project sponsor, or from a U.S. firm interested in the project.
- ❖ Public and private overseas entities are eligible for assistance.



U.S. Trade and Development Agency Proposal and Budget Model Format

#### Introduction

The U.S. Tade and Development Agrees (USTDA) is a foreign assistance agrees that abrance cocommic development and U.S. (USTDA) is a foreign assistance agrees that abrance cocommercial interests in developing and middle-income countries. The agency accomplishes it mission by providing grant finding to oversam similar by the contribution of the national, state/provincial, to activate the contribution of the national, state/provincial, proceedings of the contribution of the national, state/provincial, proceedings of the contribution of the national state/provincial, proceedings of the contribution of the national state/provincial, proceedings of the contribution of the national state/provincial, proceedings of the national state of the n

USTDA activities are designed to facilitate U.S. private sector participation in overseas development projects that have the potential to generate significant exports of U.S. goods and services. The agency also promotes overceas development by providing project sponsors with access to U.S. private sector solutions to their development needs.

USTDA-funded activities fall into two categories: (I) trade espacity building and exceptions: (I) trade espacity building and set development; and (2) project definition and investment analysis. Trade capacity building and sector development assistance apports the establishment of industy standards, rules and regulations, trade agreements, market liberalization and other policy reform. Project definition and investment analysis generally involves studies that support large capital investments that contribute to overseas infrastructure development.

Under USTDA guidelines, overseas project sponsors are able to either competitively select a U.S. company to perform the grant activity work or request that a specific U.S. company perform the work on a sole-source basis. In the case of competed work, the agency usually fully fauther activity, the competition to conduct the USTDA-fauthed work, which is usually amounced on the Federal Business Opportunities website (www.fedizzopeg.gov), of the control of the control of the fauther grant activity, and the overeast project execute, USTDA and the overeast project execute, USTDA normally requires that the U.S. company conducting the work to outershive resources toward the completion of the grant-funded activity, and enter into a considerar agreement with USTDA. USTDA also financial contribution toward completion of the grant activity.

If you are interested in submitting a sole-source proposal to USIDA, you should fart familiaries ported. The proposal to USIDA, you should fart familiaries yourself with the agency's mission and finding cortexts. USIDA is whether (eww analots agov) has assist interested companies. The next stop is to all USIDA and sakt to speak to the Regional Durcetor or Country Manager for your regions you proposed project. Assuming there is mutual interest, you should provide the USIDA contact interest, you should provide the USIDA contact for the country of interest to informally discussion interest, you should provide the USIDA contact for the country of interest to informally discussed for some state and the country of the Coun

#### General Proposal Guideline

Since all requests for USTDA assistance ultimately must be made by an overseas project sponsor residing in a developing or middleincome country, you should complete a proposal only if you are able to obtain a letter of support



## Using USTDA Resources

### Visit our website at www.USTDA.gov:

- Check current business opportunities with USTDA and our grant recipients.
- Sign-up for our eNewsletter.
- Order copies of USTDA reports.



### **USTDA Contact Information**



#### **HEADQUARTERS**

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#### **Other Regional Offices:**

Beijing, Hanoi, Johannesburg, New Delhi and Sao Paulo In-country: US-Foreign Commercial Service, State ECON

